



Event History

20 years of treecycling in Georgia has made “Bring One for the Chipper” the largest event of its kind in the nation. Keep Georgia Beautiful, under the direction of the Department of Community Affairs, spearheads the Christmas tree recycling program by bringing together news media, local governments, businesses and industries to educate Georgians on recycling and environmental conservation.

2010 Results

- **184,719** trees were collected in total. Of these, **179,542** were recycled into mulch for playgrounds, city and county landscaping projects, and individual homes.
- **3,676** trees were sunk into lakes across the state to provide fish habitats. **1,502** were used for fuel or other uses.
- **5.5 million** Christmas trees have been recycled and diverted from landfills since the start of the program.
- **93** local governments and/or organizations participated.
- **255** collection sites were set up throughout the State.
- **5315** volunteers donated **22,630** hours of time.
- **45,000** seed packets (vegetable and flower) were distributed to a pilot group of 35 coordinating organizations.

Public-Private Partnership

The program is funded through a public/private partnership between Keep Georgia Beautiful, The Home Depot, The Davey Tree Expert Company, WXIA-TV, and Ferry-Morse Seed Co. Donated funds and in-kind services were valued at more than \$170,000 last year. Numerous community sponsors and volunteers also made contributions and provided in-kind services at the local level.

Objectives, Strategies and Goals

The objectives of the program include: public education; support of the state yard trimmings disposal ban by recycling trees; producing mulch for water conservation in landscaping and erosion control; raising citizen awareness of environmental issues and solutions; and giving residents an opportunity to play an active role in a solid waste solution.

The strategies for success are: formation of partnerships with private and public organizations and local volunteers to create citizen awareness of individual responsibility towards recycling; involve communities throughout the state of Georgia; and implement a statewide media action plan including print, radio and television coverage.

Program activities include:

- Educating the public on recycling and conservation by creating an environmental tradition;
- Supporting the state yard trimmings disposal ban by recycling Christmas trees;
- Raising awareness of environmental solutions; many Chipper events have evolved into dual electronics recycling events in Georgia to build on the message of environmental stewardship.
- Identifying sponsors as leaders in promoting solutions to environmental problems;
- Preventing roadside dumping, thus promoting a cleaner and more beautiful environment;
- Providing mulch for soil enhancement and erosion control;
- Properly placing trees in marine and natural areas to provide fish and wildlife habitat.

Promotion

Every community in Georgia is encouraged to coordinate an event. The statewide program receives extensive media exposure. Keep Georgia Beautiful provides news releases, radio public service announcements (PSAs) scripts, promotion

ideas and artwork to sponsoring communities. WXIA-TV provides “Bring One For the Chipper” video PSAs and distributes them upon request.

Earth-911 provides the online support for a zip-code based search engine housed on www.KeepGeorgiaBeautiful.org. Statewide drop off site information is uploaded and managed for easy online access to local information.

“Bring One for the Chipper” has a mascot named “Chipper,” which is a caricature of a beaver dressed as Santa Claus. Communities can request the Chipper costume to promote the event by visiting schools and businesses and by taking part in local Christmas parades.

Local Comments

Bring One for the Chipper continues to be an extremely popular program on the local level. Each year we get great feedback from communities across the state. Here is a sampling of what participants from 2010 had to say:

- Our community is very receptive to this event. This year we had both seedlings and seeds for the participants to take home. We received very positive feedback regarding the seed packets. –*Keep Athens Clarke County Beautiful*
- Very positive reception. We have been involved in the Chipper program for 10 years. –*Grant Park Conservancy*
- Overall participation never wanes, residents and volunteers look forward to it every year –*Keep Brunswick Golden Isles Beautiful*
- The Bring One For the Chipper Event has many loyal participants. January 9th was an extremely cold day and we had a steady stream of people bringing their trees for the entire day. Because the collection date was later this year, many people brought their trees before the collection time to ensure that they could be recycled. –*City of Alpharetta*
- Largest response in the history of the program in Richmond Hill. – *City of Richmond Hill*
- This year's program was well received by the community as in previous years. For some families it has become part of their Christmas tradition while for others who are new to the event see it as a great opportunity to go green. The media was interested in the treecycling aspect of the event and seemed intrigued by the program. –*Keep Dalton Whitfield Beautiful*
- Great: Still receiving calls about collecting trees three days after the event. Several of the calls were inquiring about getting trees for fish habitat. We discovered that many people place the trees in the water, identify the spot on their GPS and go back there when they want to go fishing. –*Keep Troup Beautiful*
- This program is very popular in the Macon/Bibb county community. It seemed like everyone who participated had a genuine sense of good feeling and community pride. –*Keep Macon Bibb Beautiful*
- This program is the most well received in our county. We always have great support from our citizens. –*Coweta County Environmental Management*
- This program practically runs itself! Our local Home Depot cordoned off a section of their parking lot the week before the event and many trees passed through during that time. Our fishing community anticipates this program and always comes out to collect the trees at the end of the day. Our local Home Depot also gave our affiliate the out-of-season bulb stock and instead of seedlings, we were able to give participants tulip bulbs, daffodil bulbs, crocus bulbs, etc. It was an extremely cold day, but all the regulars came out and brought their tree. –*Keep Rome Floyd Beautiful*
- Very well. Almost every one thanked us for being there and for the service. The seed packets were wonderful and very popular. Please have these again. We purchased 250 dogwoods and gave away 243. Those were very popular as well. –*Keep Smyrna Beautiful*